SECTION 3 *Questions 24-32*

Questions 24-27

Click the correct answer

24 Mark is going to talk briefly about

A marketing new products.
B pricing strategies.
C managing large companies.
D setting sales targets.

25 According to Susan, air fares are lowest when they

A include weekend travel.
B are booked well in advance.
C are non-refundable.
D are for business travel only.

26 Mark thinks revenue management is

A interesting.
B complicated.
C time-consuming.
D reasonable.

27 The airline companies want to

A increase profits.
B benefit the passenger.
C sell cheap seats.
D improve the service.

Questions 28-32

*Complete the notes using **NO MORE THAN THREE WORDS** for each answer*

Two reasons for the new approach to pricing are:

(28) ..... and

(29) ..... .

In future people will be able to book airline tickets **(30)** ..... .

Also being marketed m this way are **(31)** ..... and

(32) ..... .

LIVEWORKSHEETS